



EXHIBIT 2: INFRINGEMENT# 1

URL: <https://jezebel.com/did-this-instagram-influencer-stage-a-photo-shoot-of-he-1837405082>

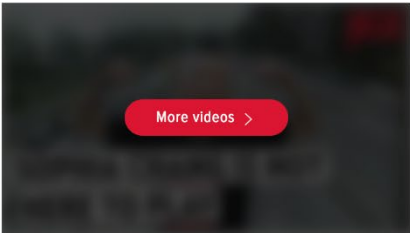


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Did This Instagram Influencer Stage a Photo Shoot of Her Motorcycle Wreck or Nah?

Maria Sherman
8/20/19 11:20AM • Filed to: TIFFANY MITCHELL ✓

74.7K 250 2



and I hit the pavement. I had my helmet on so my head was fine, but I scraped up my left side. I was in absolute shock laying on the side of the road. Scroll through the pics to see how much of it Lindsey captured! Unreal. I was scared, and relieved, and so thankful I could move all my joints and that I never lost consciousness. My friends were at my side immediately, an ambulance arrived within 10 minutes (CRAZY fast), and sweet strangers loaded my bike onto their trailer to haul it back to my house for me. I was in a haze the entire time. Losing someone in a moto accident makes something like this that much sharper. It brought back a lot of memories from 3 years ago when *Kessel died* and the other devastation

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Screenshot: BuzzFeed

A Nashville-based Instagram Influencer named Tiffany Mitchell has been accused of staging a photo shoot of a motorcycle accident she allegedly got into

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Did This Influencer Stage a Photo Shoot of Her Motorcycle Accident? | JULY 31

Screenshot: BuzzFeed

A Nashville-based Instagram Influencer named Tiffany Mitchell has been accused of staging a photo shoot of a motorcycle accident she allegedly got into two weeks ago. The images have since been removed from her account, but in widely circulated screenshots, the caption reveals that she “misjudged a curve,” causing her bike to go “off the road,” slide “through the grass” and she hit the pavement, suffering minor scrapes. She also said her friend Lindsey was there and took photographs through the accident, which definitely do not look like an ad campaign for SmartWater whatsoever.

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loaded my bike onto their trailer to haul it back to my house for me. I was in a haze the entire time. Losing someone in a moto accident makes something like this that much sharper. It brought back a lot of memories from 3 years ago when Kappel died and I in utter devastation had to decide how to move through it all, and whether it was worth it to ever get on a bike again.

We all drove back to my house with a green light from the angels that cleaned me up in the ambulance, sat with our new friends listening to music and laughing until I fell asleep. I felt so comforted. The next day I could barely move I was so sore, and I texted my mom (who raised me on the back of HER motorcycle) to tell

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Did This Influencer Stage a Photo Shoot of Her? | jezebel.com/did-this-instagram-influencer-stage-a-photo-shoot-of-he-1837405082

attire (as the child of a motorcycle household, this offends me) but bulky leather probably doesn't look so good on the 'gram.

Naturally, commenters agree with us and have been vocalizing their skepticism. Mitchell told BuzzFeed, she "would never turn a very important personal story like this into a brand campaign. I'm sad that some people are taking it that way."

Recent from Maria Sherman

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Instagram Post:

tifforelle This is me and my bike about an hour before I got into an accident. If you watched my stories Sunday you know all about it, but if you didn't, here's the scary, magical series of events. A few of us rode down to Liepers Fork Saturday to explore and take pictures. My sweet friend @lindseygracewhiddon was shooting and my OTHER sweet friend @martynmazz was riding while a friend of Lindsey's drove the Jeep. We played around for a couple hours before heading back up to Nashville around 7:30, and on a secluded two lane stretch, I misjudged a curve, took it too fast and my bike went off the road. It slid through the grass and I hit the pavement. I had my helmet on so my head was fine, but I

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Screenshot: [BuzzFeed](#)

So, is it fake? Is SmartWater attempting to one-up the viral Fiji Water Girl from the 2019 Golden Globes? For what it's worth, I clocked that sponcon before Jamie Lee Curtis revealed the truth to the world, that the Fiji Water Girl was not a fun mishap but "blatant promotion," and I see all the pieces of that, here, too. In a grossly oversaturated influencer market, surely Instagrammers, bloggers, and whomever else are willing to become more and more egregious to stand out. While this is kind of gross, it's also pretty funny, and I only hope it fails to embolden others from doing similar stunts. At the very least, you don't have to follow her.

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